

## INVOICE



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**Main: (334) 288-1212**  
**Billing: (334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

Billing Address:

**SRCP Media**  
**Attention: Accounts Payable**  
**201 North Union Street**  
**Suite 200**  
**Alexandria, VA 22314**

Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1605351-1	11/20/16	November 2016	10/31/16 - 11/08/16

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235

Flight Dates	Order #	Alt Order #
11/01/16 - 11/08/16	1605351	08427614

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	48	280

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/01/16	11/04/16	WSFA 12 News at Ten - 10-1035pm		-TWTF--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/31/16 11/06/16 -TWTF-- 4 \$450.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	Tu	11/01/16	10:23 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00 NM
3	WSFA	W	11/02/16	10:22 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00 NM
4	WSFA	Th	11/03/16	10:17 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00 NM
1	WSFA	F	11/04/16	10:33 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	MR16TV04H	\$450.00 NM
2	11/01/16	11/04/16	WSFA 12 News at Noon 12-1230pm		-TWTF--	:30	4	\$150.00	NM
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	11/01/16	12:12 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00 NM
4	WSFA	W	11/02/16	12:10 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00 NM
2	WSFA	Th	11/03/16	12:23 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00 NM
3	WSFA	F	11/04/16	12:27 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00 NM
3	11/01/16	11/04/16	Today in Alabama 5am 5-530a		-TWTF--	:30	2	\$150.00	NM
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2	WSFA	Tu	11/01/16	4:59 AM	Today in Alabama 5am	5-530a	:30	MR16TV04H	\$150.00 NM
1	WSFA	W	11/02/16	5:22 AM	Today in Alabama 5am	5-530a	:30	MR16TV04H	\$150.00 NM
4	11/01/16	11/04/16	WSFA 12 News at Five 5-530pm		-TWTF--	:30	3	\$280.00	NM
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3	WSFA	Tu	11/01/16	5:17 PM	WSFA 12 News at Five	5-530pm	:30	MR16TV04H	\$280.00 NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

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POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235	

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3	WSFA	Th	11/03/16	8:46 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00	NM																																																																																																												
4	WSFA	F	11/04/16	7:20 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00	NM																																																																																																												
8	WSFA	F	11/04/16	7:59 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00	NM																																																																																																												
9	11/01/16	11/04/16	NBC Today 2	9-10am	-TWTF--	:30	3	\$60.00	NM																																																																																																													

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## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1605351-1	11/20/16	November 2016	10/31/16 - 11/08/16
Advertiser	Product	Estimate Number	
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	11/01/16	11/04/16	NBC Today 2	9-10am	-TWTF--	:30	3	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/31/16 11/06/16 -TWTF-- 3 \$60.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Tu	11/01/16	9:27 AM	NBC Today 2	9-10am	:30	MR16TV04H	\$60.00 NM
2	WSFA	Th	11/03/16	9:29 AM	NBC Today 2	9-10am	:30	MR16TV04H	\$60.00 NM
3	WSFA	F	11/04/16	9:58 AM	NBC Today 2	9-10am	:30	MR16TV04H	\$60.00 NM
10	11/05/16	11/05/16	WSFA 12 News at Ten -	10-1030pm	-----1-	:30	1	\$265.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/31/16 11/06/16 -----1- 1 \$265.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Sa	11/05/16	10:20 PM	WSFA 12 News at Ten - Sat	10-1030pm	:30	MR16TV04H	\$265.00 NM
11	11/08/16	11/08/16	Today in Alabama 530a	530am-6am	-1-----	:30	1	\$165.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 -1----- 1 \$165.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Tu	11/08/16	5:54 AM	Today in Alabama 530a	530am-6am	:30	MR16TV04H	\$165.00 NM
12	11/08/16	11/08/16	Today In Alabama	6a-7a	-1-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 -1----- 1 \$300.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Tu	11/08/16	6:38 AM	Today In Alabama	6a-7a	:30	MR16TV04H	\$300.00 NM
13	11/08/16	11/08/16	NBC Today Show	7-9am	-2-----	:30	2	\$145.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 -2----- 2 \$145.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Tu	11/08/16	8:28 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
2	WSFA	Tu	11/08/16	8:58 AM	NBC Today Show	7-9am	:30	MR16TV04H	\$145.00 NM
14	11/08/16	11/08/16	NBC Today 2	9-10am	-1-----	:30	1	\$60.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 -1----- 1 \$60.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	Tu	11/08/16	9:59 AM	NBC Today 2	9-10am	:30	MR16TV04H	\$60.00 NM
16	11/07/16	11/07/16	WSFA 12 News at Six -	6-630pm	1-----	:30	1	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 1----- 1 \$525.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	11/07/16	6:12 PM	WSFA 12 News at Six - MF	6-630pm	:30	MR16TV04H	\$525.00 NM
17	11/07/16	11/07/16	Today In Alabama	6a-7a	1-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 1----- 1 \$300.00									

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**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1605351-1	11/20/16	November 2016	10/31/16 - 11/08/16
Advertiser	Product	Estimate Number	
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	11/07/16	11/07/16	Today In Alabama	6a-7a	1-----	:30	1	\$300.00	NM
11/07/16 11/13/16 1----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 11/07/16 6:54 AM Today In Alabama 6a-7a :30 MR16TV04H \$300.00 NM									
18	11/07/16	11/07/16	NBC Today Show	7-9am	2-----	:30	2	\$145.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/07/16 11/13/16 2----- 2 \$145.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA M 11/07/16 7:24 AM NBC Today Show 7-9am :30 MR16TV04H \$145.00 NM 1 WSFA M 11/07/16 8:27 AM NBC Today Show 7-9am :30 MR16TV04H \$145.00 NM									
20	11/07/16	11/07/16	WSFA 12 News at Ten - M	10-1035pm	M-----	:30	1	\$450.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/07/16 11/13/16 M----- 1 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 11/07/16 10:33 PM WSFA 12 News at Ten - MF 10-1035pm :30 MR16TV04H \$450.00 NM									
21	11/01/16	11/04/16	NBC Today Show 3	10-11am	---TF--	:30	4	\$60.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/31/16 11/06/16 ---TF-- 4 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 11/03/16 10:29 AM NBC Today Show 3 10-11am :30 MR16TV04H \$60.00 NM 3 WSFA Th 11/03/16 10:55 AM NBC Today Show 3 10-11am :30 MR16TV04H \$60.00 NM 4 WSFA F 11/04/16 10:29 AM NBC Today Show 3 10-11am :30 MR16TV04H \$60.00 NM 2 WSFA F 11/04/16 10:54 AM NBC Today Show 3 10-11am :30 MR16TV04H \$60.00 NM									
22	11/01/16	11/04/16	ALABAMA LIVE @ 11A	11-1130Am	---TF--	:30	2	\$45.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/31/16 11/06/16 ---TF-- 2 \$45.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WSFA Th 11/03/16 11:28 AM ALABAMA LIVE @ 11A 11-1130Am :30 MR16TV04H \$45.00 NM 1 WSFA F 11/04/16 11:13 AM ALABAMA LIVE @ 11A 11-1130Am :30 MR16TV04H \$45.00 NM									
23	11/01/16	11/04/16	ALABAMA LIVE @ 1130A	1130A-12P	---TF--	:30	3	\$45.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/31/16 11/06/16 ---TF-- 3 \$45.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 11/03/16 11:56 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 MR16TV04H \$45.00 NM 2 WSFA F 11/04/16 11:42 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 MR16TV04H \$45.00 NM 3 WSFA F 11/04/16 11:58 AM ALABAMA LIVE @ 1130AM 1130A-12P :30 MR16TV04H \$45.00 NM									
24	11/01/16	11/04/16	Days of Our Lives	1230-130 pm	---TF--	:30	2	\$225.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/31/16 11/06/16 ---TF-- 2 \$225.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
24	11/01/16	11/04/16	Days of Our Lives	1230-130 pm	---TF--	:30	2	\$225.00	NM																																																																			
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
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1	WSFA	F	11/04/16	12:58 PM	Days of Our Lives	1230-130 pm	:30	MR16TV04H	\$225.00	NM																																																																		
25	11/07/16	11/07/16	WSFA 12 News at Noon	12-1230pm	M-----	:30	1	\$150.00	NM																																																																			
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1	WSFA	M	11/07/16	12:22 PM	WSFA 12 News at Noon	12-1230pm	:30	MR16TV04H	\$150.00	NM																																																																		
26	11/01/16	11/04/16	Judge Judy 2nd Run	3-330p	---TF--	:30	4	\$40.00	NM																																																																			
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WSFA	Th	11/03/16	3:42 PM	Judge Judy 2nd Run	3-330p	:30	MR16TV04H	\$40.00	NM																																																																		
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2	WSFA	Th	11/03/16	4:25 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	MR16TV04H	\$60.00	NM																																																																		
1	WSFA	F	11/04/16	4:29 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	MR16TV04H	\$60.00	NM																																																																		
28	11/01/16	11/04/16	WSFA 12 NEWS AT 4PM-M-F	430-5P	---TF--	:30	2	\$60.00	NM																																																																			
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## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1605351-1	11/20/16	November 2016	10/31/16 - 11/08/16
Advertiser	Product	Estimate Number	
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
30	11/07/16	11/07/16	THE VOICE	7-9pm	M-----	:30	1	\$400.00	NM																																		
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31	11/06/16	11/06/16	NBC Sunday Today Show	7-8am	-----S	:30	1	\$45.00	NM																																		
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32	11/06/16	11/06/16	NBC Meet The Press	8A-9A	-----S	:30	1	\$90.00	NM																																		
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33	11/06/16	11/06/16	WSFA News Sunday AM 9-930am		-----S	:30	1	\$30.00	NM																																		
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34	11/07/16	11/07/16	NBC Today Show 3	10-11am	M-----	:30	1	\$60.00	NM																																		
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**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1605351-1	11/20/16	November 2016	10/31/16 - 11/08/16
Advertiser	Product	Estimate Number	
POL/Roby, M/R/Congress	MARTHA ROBY FOR CON	1235	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
38	11/07/16	11/07/16	Judge Judy 2nd Run	3-4P	M-----	:30	1	\$40.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 M----- 1 \$40.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	11/07/16	3:26 PM	Judge Judy 2nd Run	3-4P	:30	MR16TV04H	\$40.00 NM
39	11/07/16	11/07/16	WSFA 12 News at Five	5-530pm	M-----	:30	1	\$280.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/07/16 11/13/16 M----- 1 \$280.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	11/07/16	5:16 PM	WSFA 12 News at Five	5-530pm	:30	MR16TV04H	\$280.00 NM
<u>Total Spots</u>							<b>80</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$15,440.00</b>
<u>Agency Commission</u>	<b>\$2,316.00</b>
<u>Net Amount Due</u>	<b>\$13,124.00</b>

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.